



2021 Membership Directory

Advertising Space is **NOW** Available

Dear CalFlowers Member:

You are invited to advertise in the CalFlowers 2021 Membership Directory. This is an excellent promotional opportunity for members to be seen throughout the industry.

Why should I advertise in the 2021 Membership Directory?

- Advertising space starting as low as \$100.00.
- Provides year-long exposure to nearly 890 members, including wholesalers, retailers and large volume buyers nationwide.
- The directory is a vital resource used on a daily basis by companies seeking information essential to their operations.
- Your advertising dollars go directly to producing and publishing the highest quality product for the membership.

How do I place an ad?

- All ad space is available on a first-come, first-served basis.
- Members need to fax or email in their Insertion Order and an invoice will be sent to you for payment.
- If your first choice of placement is available, a confirmation will be sent to you immediately. If your placement choice has already been taken, you will be contacted to discuss another placement for your ad. Once this placement has been agreed upon, you will then receive your confirmation.
- The deadline for your Ad Insertion Order is 12/31/20
- All artwork needs to be in by 1/5/21

Payment Policy:

Payment is due in full upon receipt of invoice from CalFlowers. Payment can be made via VISA, MasterCard or American Express credit cards.

Thank you in advance for your essential advertising support and helping California growers and shippers move more flowers from California fresher and faster!

Sincerely,

Frank Biddle
President
California Association of Flower Growers & Shippers

Artwork Specifications

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred.

Artwork Deadline

All artwork for your ad must be in our office no later than 1/5/21.

Email

Advertisers may email their zipped files electronically to Lani Conklin: laniconklin@cafgs.org

U.S. Mail

Send thumb drive with proof to:

Lani Conklin

CalFlowers

1588 South. Mission Rd #100

Fallbrook, CA 92028

(831) 479-4912 ext. 2 (phone)

(831) 479-4914 (fax)

laniconklin@cafgs.org

Artwork Specs

All files must be in CMYK or black and white mode. All files must be 300 dpi or higher. Build bleed into document size with crop marks. File transfer either email or CD. Please zip all email transfers.

Acceptable File Formats

PROVIDE A PROOF WITH DIGITAL FILE (PDF PROOF ACCEPTED)

a PC/ Mac PDF/Acrobat "Press Ready" with crops

a PC/ Mac TIFF - Must be 300dpi or higher with crops

a PC/ Mac Illustrator EPS (all fonts outlined, and all images need to be embedded) with crops

a PC/ Mac JPEG – Must be 300dpi or higher with crops

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Match prints, Fuji proof, or digital proofs such as Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge. All spot colors will be converted to CMYK and will not match perfectly to a spot color however we will do our best.

Production Charges

Artwork, copy changes, film conversion, other prep work is billed by the hour. An estimate will be provided if you choose to use this service. If you need assistance in creating your ad, please contact [Lani](mailto:laniconklin@cafgs.org) for rates.



2021 Membership Directory Advertising Rates

Location	Black & White	Color	No Bleed (width x height) (live area)	Full Bleed (width x height)
2-Page Spread	\$1,000	\$1,150	16" x 10"	17.25" x 11.25"
Outside Back Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Inside Back Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Inside Front Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Full Page	\$ 400	\$ 500	7.5" x 10"	8.75" x 11.25"
Half Page (horizontal only)	\$ 300	\$ 400	7.5" x 4 7/8"	
Quarter Page (vertical only)	\$ 200	\$ 300	3.75" x 4 7/8"	
Business Card (horizontal only)	\$ 100	\$ 200	3 5/8" x 2 3/8"	

This publication is spiral bound. Please allow at least 1/2" on side of ad for spiral. Please leave 1" of non-type area for the 2-Page Spread Ad. Trim size is 8.5 x 11. Vital advertising and copy should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter of spreads. Above sizes in bleed column include 1/8" bleed on all sides.

Insertion Orders:

Ad spaces are sold on a first-come, first-served basis. Insertion Orders must be received no later than 12/31/20. Payments for ads may be made by VISA, MasterCard or AMEX and are due upon receipt of your invoice. Your ad space will not be guaranteed until payment is received in full.

2021 Membership Directory Ad Insertion Order Form

Once this Order Form has been received, an invoice will be emailed to you for payment. You will receive an email confirmation once your invoice has been paid in full. You can email this form to lani@cafgs.org or fax this form to (831) 479-4914.

Company Name: _____

Company Contact: _____

Please specify your ad placement preference on the line below:

Amount to be invoiced: \$ _____ Email to send invoice to: _____

Phone: _____ Fax: _____

